

NEWS RELEASE

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NINTENDO MEETS PLAYERS' DEMAND FOR DEEPER STORYLINES

Four New Titles Immerse Players in Fantasy Worlds

REDMOND, Wash., Sept. 25, 2003 – Emphasizing substance and involving storyline, Nintendo introduces four new games for the Game Boy® Advance to satisfy adventure and role-playing fans, while also meeting the current demand for all things magical and fantastic. Role-playing games are not just for hard-core gamers, but are one of the most popular gaming genres, accounting for approximately 20 percent of U.S. game sales.*

The new titles – *Final Fantasy Tactics® Advance*, *Fire Emblem™*, *Mario & Luigi™ : Superstar Saga*, and *Sword of Mana™* – continue Nintendo's pursuit of developing deep, dynamic storylines and character-development opportunities for players. Quests in these games parallel the popularity of supernatural hits like the *Lord of the Rings* and *Harry Potter* movies. Unlike films, these new role-playing games allow players to immerse themselves in entertainment as an interactive player versus a passive viewer.

"These games feature out-of-this-world scenarios, engrossing players as their characters succeed," says George Harrison, senior vice president, marketing and corporate communications, Nintendo of America. "As the stories take dozens of hours to resolve, we provide a unique opportunity for role-playing fans to continue the game whenever and wherever they want in a portable manner."

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The following games offer a new level of depth and breadth to role-playing game enthusiasts:

- ***Final Fantasy Tactics Advance***, selling more than 150,000 copies in the United States in its first two weeks of availability, marks the popular franchise's debut on the Game Boy Advance. Marche, the main character, leads a squad of fighters in a quest to restore his peaceful hometown, which has been transformed into a kingdom of sorcery. With multiple levels, side quests and dozens of jobs and abilities, this game offers many hours of diverse game play. Multiplayer modes allow gamers to challenge one another to determine whose army is stronger – and who is the better strategist. Players who want to go deeper into the storyline can call 866-PLY-2WIN (866-759-2946) to hear game characters tell their story in more detail. *Final Fantasy Tactics Advance* is available now, at an MSRP of \$39.99.
- ***Fire Emblem*** combines military strategy with mages, berserkers and knights. Help a young noble named Eliwood hone his battle skills as he searches for his missing father. This epic game also includes a multiplayer game mode for battle with friends. *Fire Emblem* will be released Nov. 3, at an MSRP of \$34.99.
- ***Mario & Luigi: Superstar Saga*** follows the adventures of the Mario Bros. in a massive new land as they search for a villain who stole Princess Peach's voice. Blending reflex-testing battles with jumping challenges and brain-bending puzzles, this action-packed role-playing game will leave thumbs (and funny bones) sore. *Mario & Luigi: Superstar Saga* will be released Nov. 17, at an MSRP of \$34.99.

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- ***Sword of Mana***, the prequel to the famous *Mana* series, puts players in control of either a hero or heroine in the quest to save the Mana Tree from destruction, but each character experiences the story from a different perspective. The direction of the story changes based on which character the player selects. *Sword of Mana* will be released Dec. 1, at an MSRP of \$34.99.

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Between the four new titles, players can endow their characters with hundreds of different occupations and abilities. With the touch of a button, players can change characters, companions and even personalities, and begin an entirely new adventure. With these games set to be available for the 2003 holiday season, there's a title for gamers of every skill level.

The worldwide leader and innovator in the creation of interactive entertainment, Nintendo Co., Ltd., of Kyoto, Japan, manufactures and markets hardware and software for its popular home and portable video game systems. Each year, hundreds of all-new titles for the best-selling Game Boy Advance and Nintendo GameCube™ systems extend Nintendo's vast game library and continue the tradition of delivering a rich, diverse mix of quality video games for players of all ages. Since the release of its first home video game system in 1983, Nintendo has sold more than 1.8 billion video games globally, creating enduring industry icons such as Mario™ and Donkey Kong® and launching popular culture franchise phenomena such as Metroid™, Zelda™ and Pokémon®. A wholly owned subsidiary, Nintendo of America Inc., based in Redmond, Wash., serves as headquarters for Nintendo's operations in the Western Hemisphere.

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For more information about Nintendo, visit the company's Web sites at either www.nintendo.com or press.nintendo.com. Please note press.nintendo.com is a password-protected site; to receive a password, please contact Tom Stratton at (206) 505-8308.

*Source: NPD Funworld, NPD Techworld, Wedbush Morgan Securities estimates.

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